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# flowers and foliage plants

**Production and Sales, 1974 and 1975  
Intentions for 1976**

U.S. DEPT. OF AGRICULTURE  
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PRODUCTION  
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## DEFINITIONS

All data summarized in this report reflect information furnished by commercial growers of flowers and foliage plants in the 22 States shown. A commercial grower is defined as one who had \$10,000 or more in gross sales of cut flowers, flowering and foliage plants, bedding plants, or cultivated florist greens; and who produced one or more of the crops surveyed (carnations, chrysanthemums, gladioli, roses or foliage plants).

Reported sales represent both retail and wholesale quantities sold in calendar year 1975. Value data for cut flowers are on a "gross wholesale" basis, before deductions for sales commissions or transportation costs. Value of total sales at wholesale was calculated using total reported sales and the average wholesale price for each State.

Data on foliage plants include only those grown for indoor or patio use. Value of sales is on a "net sales" basis and has been derived by subtracting the reported cost of plant materials purchased from the total value of all sales (retail and wholesale).

Production and area of production include that grown under glass, plastic, cloth or lath, and outdoors. For cut and potted flowers except gladioli, the area used for production is counted only once even though the area may have been refilled with the crop several times during the year. For gladioli and foliage plants, the area used for production is the total used and is counted each time the area was filled.

## FLOWERS AND FOLIAGE PLANTS

### Production and Sales, 1974 and 1975; and Intentions for 1976 in Selected States

#### HIGHLIGHTS

The wholesale value of cut flowers and foliage plants surveyed rose to \$430 million in 1975, up 24 percent from 1974's \$348 million. As a group, cut flowers increased only 4 percent to \$243 million from the \$234 million of a year earlier. Increases ranged from 3 percent for standard carnations and chrysanthemums to 8 percent for miniature carnations. The only declines were in gladioli (off 6 percent) and miniature roses (down 1 percent). Production and sales were below 1974 levels for most flower crops, but across-the-board increases in wholesale prices led to the higher crop values reported. Foliage plants soared to \$187 million wholesale value, a 65 percent jump from a year earlier.

California remained the largest producer of all crops except gladioli and foliage plants. Wholesale value of all crops there climbed 20 percent to \$132 million, or 31 percent of the 22-State total. Florida, the second largest producing area, was first in value of gladioli and foliage plants.

Within the carnation, chrysanthemum, and rose group, potted chrysanthemums showed the greatest value per sq. ft. at \$3.08 compared with \$2.80 in 1974. The value per sq. ft. for pompon chrysanthemums rose the least--\$.78 compared with \$.75 a year ago. The gladioli value per acre rose 60 percent to \$1,843 and foliage plant values were up 22 percent, at \$2.13 per sq. ft.

Of the 3,642 growers surveyed nearly two-thirds had total sales of less than \$100,000 and 16 percent had sales in excess of \$250,000. The latter size group, however, accounted for 38 to 83 percent of the total sales for individual cut flower or foliage crops.

#### STANDARD CARNATIONS

Growers of standard carnations in the 22-States produced 56 million plants, down 10 percent from 1974. Sales, at 579 million blooms were also off from last year's 602 million. The value of total sales, however showed a small increase, \$45 million compared with 1974's \$44 million.

Output for 1976 is expected to take another drop, as growers report they intend to grow 7 percent fewer plants. California intentions are down 5 percent from the 1975 total of 35 million plants, and in Colorado, the second largest producer, expectations are off 11 percent.

#### MINIATURE CARNATIONS

Production of miniature carnation plants rose 8 percent in 1975 to 5 million and sales were up 7 percent to over 4 million bunches. The wholesale value of all sales totaled \$5 million, 8 percent above a year earlier.

Intended production for 1976 was reported at 4 million plants, down 7 percent from 1975's level.

#### STANDARD CHRYSANTHEMUMS

Producers of standard mums grew 128 million plants in 1975, a 2 percent decline from a year earlier. Sales in the 22-States at 139 million blooms were off 3 percent. As a result of higher wholesale prices, however, value of sales rose to \$31 million, a 3 percent increase.

If growers carry out their current plans for 1976, plant production will slip 1 percent to 127 million.

TABLE 1. CARNATIONS, CHRYSANTHEMUMS, GLADIOLI, ROSES, AND FOLIAGE PLANTS:  
GROSS WHOLESALE VALUE OF SALES, 1974 AND 1975, IN SELECTED STATES

STATE	GROSS WHOLESALE VALUE OF SALES 1/ 1,000 DOLLARS											
	CARNATIONS			MINIATURE			STANDARD			CHRYSANTHEMUMS		
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
CALIF	23,323	25,507	2,008	2,237	13,214	15,959	10,800	11,602	7,827	8,545		
COLO	14,407	14,563	1,017	1,112	28	27	178	189	435	560		
CONN	223	218	83	101	230	201	374	336	1,026	643		
FLA	*	*	432	356	1,200	1,126	9,090	10,191	4,409	5,325		
ILL	185	146	43	19	688	599	789	395	2,172	2,251		
IND	197	178	12	27	1,062	698	376	404	976	1,011		
IOWA	54	46	*	*	220	229	250	304	1,244	1,167		
MD	87	102	8	11	549	526	274	284	431	552		
MASS	1,044	683	334	412	748	728	486	494	971	790		
MICH	241	231	*	*	393	588	353	681	1,651	1,626		
MINN	84	*	*	*	269	155	549	644	766	756		
MO	138	161	*	14	715	676	379	362	1,404	1,463		
N J	428	401	80	70	557	514	561	445	554	639		
N Y - LONG ISLAND	212	147	71	52	312	324	380	408	593	583		
- UPSTATE	77	86	51	23	828	698	749	599	892	1,040		
N C	641	403	*	*	2,521	1,679	1,006	906	1,589	1,931		
OHIO	805	657	119	206	2,891	2,623	1,321	1,295	2,789	3,360		
OREG	*	*	*	*	39	3/	180	3/	644	3/		
PA	1,606	1,399	263	277	2,041	1,959	2,060	1,805	1,999	2,318		
TENN	101	87	3/	3/	502	666	28	54	946	813		
TEX	3/	3/	3/	3/	301	384	79	273	3,432	3,862		
WASH	10	15	3/	3/	107	70	297	234	778	1,054		
WIS	74	79	3	4	167	136	563	389	1,144	1,046		
UNALLOCATED	78	83	53	27								
22 STATES	44,015	45,192	4,577	4,948	29,582	30,565	30,922	32,294	38,672	41,335		

SEE FOOTNOTES ON PAGE 5.



TABLE 1. CARNATIONS, CHRYSANTHEMUMS, GLADIOLI, ROSES, AND FOLIAGE PLANTS:  
GROSS WHOLESALE VALUE OF SALES, 1974 AND 1975, IN SELECTED STATES CONTINUED

STATE	GROSS WHOLESALE VALUE OF SALES 1/ 1,000 DOLLARS											
	GLADIOLI			HYBRID TEA			ROSES			MINIATURE		
	1974	1975	1976	1974	1975	1976	1974	1975	1976	1974	1975	1976
CALIF	3,186	2,249	16,500	17,433	2,846	2,888	79,704	86,420	30,552	45,732	2,644	693
COLO	*	*	2,828	3,559	781	*	19,674	20,010	855	2,644	693	87,312
CONN	*	*	*	*	*	*	1,936	1,499	485	1,684	2,412	4,392
FLA	11,990	11,679	*	*	*	*	27,121	28,677	48,482	3,203	2,599	*
ILL	763	663	2,945	3,170	722	706	8,307	7,949	2,213	3,796	836	1,516
IND	114	152	4,634	5,433	1,284	1,345	8,655	9,248	851	848	1,516	2,412
IOWA	*	*	*	624	*	49	1,768	2,419	848	1,684	2,412	4,392
MD	135	153	201	200	55	75	1,740	1,903	1,684	2,412	4,392	*
MASS	40	58	4,139	3,222	1,313	1,066	9,075	7,453	3,203	2,599	*	*
MICH	434	421	1,992	2,245	748	595	5,812	6,387	3,055	4,433	2,253	313
MINN	*	*	986	1,090	271	310	2,925	2,955	745	1,719	1,023	2,430
MO	*	*	276	284	*	*	2,912	2,960	171	3,571	1,353	2,599
N J	1,167	1,633	1,178	1,139	260	347	4,785	5,188	2,119	1,023	2,430	*
N Y - LONG ISLAND	*	*	1,961	2,179	496	405	4,025	4,098	1,023	2,430	*	*
- UPSTATE	15	14	1,848	1,964	644	661	5,104	5,085	2,430	2,599	*	*
N C	519	290	623	620	97	69	6,996	5,898	*	*	6,989	978
OHIO	67	79	2,323	2,549	461	485	10,776	11,254	3,920	500	4,986	*
OREG	*	3/	1,480	1,635	*	3/	2,343	1,635	500	4,986	*	*
PA	32	28	5,846	6,002	1,660	2,135	15,507	15,923	3,153	4,986	*	*
TENN	3/	3/	*	219	3/	3/	1,577	1,839	*	*	6,144	1,731
TEX	*	*	3/	*	3/	*	3,812	4,519	4,413	1,731	1,907	593
WASH	*	3/	1,113	1,117	272	406	2,577	2,896	1,170	1,385	246	187,183
WIS	*	*	461	448	130	141	2,342	2,243	246	187,183	*	*
UNALLOCATED	301	185	2,301	1,612	2,214	2,484	4,947	4,391	113,503	242,849	187,183	*
22 STATES	18,763	17,604	53,635	56,744	14,254	14,167	234,420	242,849	113,503	187,183	*	*

\* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATION.

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

2/ NET VALUE OF SALES.

3/ NO COMMERCIAL PRODUCTION.

TABLE 2. CARNATIONS, STANDARD: NUMBER OF PRODUCERS, PLANTS PRODUCED, SALES, PRICE WHOLESALE VALUE  
1974 AND 1975, AND INTENDED PRODUCTION, 1976, IN SELECTED STATES

STATE	PRODUCERS		PLANTS PRODUCED		BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
	NUMBER		1,000 PLANTS	PERCENT	1,000 BLOOMS	PERCENT	CENTS		1,000 DOLLARS			
CALIF	247	248	39,536	36,518	34,544	95	382,342	380,708	100	100	23,323	25,507
COLO	137	131	14,680	13,311	11,901	89	163,717	154,923	95	97	14,407	14,563
CONN	24	18	261	224	161	72	2,063	1,983	67	59	223	218
FLA	*	*	*	*	*	*	*	*	*	*	*	*
ILL	37	34	317	252	212	84	2,132	1,591	70	74	185	146
IND	30	28	212	206	190	92	1,806	1,433	79	75	197	178
IOWA	17	13	39	41	29	71	269	244	13	14	54	46
MD	12	11	142	121	108	89	1,044	975	52	38	87	102
MASS	45	34	1,468	801	677	85	9,403	5,549	75	65	1,044	683
MICH	26	28	151	202	261	129	1,650	1,910	53	36	241	231
MINN	16	*	61	*	*	*	526	*	10	*	84	*
MO	14	14	174	167	170	102	1,435	1,210	64	70	138	161
N J	45	39	508	433	426	98	3,961	3,516	76	74	428	401
N Y - LONG ISLAND	16	18	291	219	213	97	2,160	1,610	55	53	212	147
- UPSTATE	39	35	78	90	84	93	474	547	30	26	77	86
N C	12	9	688	588	590	100	5,048	3,101	95	96	641	403
OHIO	81	78	849	652	579	89	6,821	4,937	71	64	805	657
OREG	*	*	*	*	*	*	*	*	*	*	*	*
PA	113	94	1,731	1,459	1,317	90	14,599	12,165	81	74	1,606	1,399
TENN	6	5	118	122	122	100	906	869	91	86	101	87
TEX 2/												
WASH	7	6	21	17	16	94	98	127	3	1	10	15
WIS	29	23	65	57	56	98	536	535	20	20	74	79
UNALLOCATED	5	25	111	137	129	94	778	934	99	73	78	83
22 STATE	958	891	61,501	55,617	51,785	93	601,768	578,867	96	97	44,015	45,192

\* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

2/ NO COMMERCIAL PRODUCTION.



TABLE 3. CARNATIONS, MINIATURE: NUMBER OF PRODUCERS, PLANTS PRODUCED, SALES, PRICE, WHOLESale VALUE, 1974 AND 1975, AND INTENDED PRODUCTION, 1976, IN SELECTED STATES

STATE	PRODUCERS		PLANTS PRODUCED		BUNCHES SOLD		PERCENT OF SALES AT WHOLESale		WHOLESale PRICE		VALUE OF SALES AT WHOLESale 1/	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
	NUMBER		1,000 PLANTS		PERCENT		1,000 BUNCHES		DOLLARS		1,000 DOLLARS	
CALIF	70	70	2,114	2,314	2,223	96	2,028	2,260	100	.99	2,008	2,237
COLO	40	41	750	791	755	95	801	836	91	1.27	1,017	1,112
CONN	14	11	60	66	67	102	51	64	73	1.62	83	101
FLA	5	5	438	543	513	94	298	290	100	1.45	432	356
ILL	16	12	25	13	9	69	23	12	30	1.86	43	19
IND	5	4	8	11	5	45	8	12	79	1.56	12	27
IOWA	*	*	*	*	*	*	*	*	*	*	*	*
MD	3	3	6	3	3	100	7	6	23	1.20	8	11
MASS	27	23	327	314	234	75	278	273	50	1.20	334	412
MICH	*	*	*	*	*	*	*	*	*	*	*	*
MINN	*	*	*	*	*	*	*	*	*	*	*	*
MO	*	4	*	12	13	108	*	7	*	*	*	14
N J	20	21	72	60	41	68	52	48	75	1.54	80	70
N Y - LONG ISLAND	4	7	46	52	34	65	57	43	53	1.25	71	52
- UPSTATE	21	13	22	12	8	67	34	21	36	1.50	51	23
N C	*	*	*	*	*	*	*	*	*	*	*	*
OHIO	23	28	73	135	119	88	58	106	88	2.06	119	206
OREG	*	*	*	*	*	*	*	*	*	*	*	*
PA	29	32	156	170	158	93	142	142	48	1.85	263	277
TENN 2/												
TEX 2/												
WASH 2/	7	5	2	1	1	100	2	2	5	1.50	3	4
WIS												
UNALLOCATED	17	23	49	19	20	105	35	14	33	1.51	53	27
22 STATES	301	302	4,188	4,516	4,203	93	3,874	4,136	89	1.18	4,577	4,948

\* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

1/ EQUIVALENT WHOLESale VALUE FOR ALL SALES.

2/ NO COMMERCIAL PRODUCTION.

TABLE 4. STANDARD CHRYSANTHEMUMS: NUMBER OF PRODUCERS, PLANTS PRODUCED, SALES, PRICE, WHOLESALE VALUE, 1974 AND 1975, AND INTENDED PRODUCTION, 1976, IN SELECTED STATES

STATE	PRODUCERS		PLANTS PRODUCED		BLOOMS SOLD		PERCENT OF SALES: : AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES : AT WHOLESALE 1/	
	: 1974	: 1975	: 1974	: 1975	: 1974	: 1975	: 1974	: 1975	: 1974	: 1975	: 1974	: 1975
	NUMBER		1,000 PLANTS	PERCENT : OF 1975:	1,000 BLOOMS	PERCENT			CENTS		1,000 DOLLARS	
CALIF	192	189	83,116	88,261	87,244	99	88,687	93,328	100	100	14.9	17.1
COLO	13	13	83	71	54	76	146	101	47	40	19.1	26.4
CONN	44	35	491	516	382	74	794	559	55	58	29.0	35.9
FLA	18	14	5,157	4,501	4,214	94	4,530	3,980	100	100	26.5	28.3
ILL	59	61	2,174	1,810	1,613	89	2,116	1,706	79	73	32.5	35.1
IND	73	63	2,684	1,680	2,027	121	2,708	1,762	80	68	39.2	39.6
IOWA	36	35	487	485	480	99	674	667	75	77	32.6	34.3
MD	30	25	1,386	1,341	1,331	99	1,588	1,440	82	84	34.6	36.5
MASS	52	54	2,278	2,293	2,345	102	2,412	2,341	92	92	31.0	31.1
MICH	74	80	1,777	1,869	1,805	97	1,645	1,777	79	77	23.9	33.1
MINN	55	57	648	385	377	98	709	411	51	42	38.0	37.6
MO	43	42	2,483	2,291	1,625	71	2,406	2,307	57	72	29.7	29.3
N J	75	69	1,362	1,248	1,435	115	1,815	1,578	80	84	30.7	32.6
N Y - LONG ISLAND	28	29	632	654	697	107	944	893	67	71	33.1	36.3
- UPSTATE	101	95	1,957	1,730	1,743	101	2,106	1,818	69	76	39.3	38.4
N C	41	36	4,839	3,926	4,652	118	8,973	6,560	92	93	28.1	25.6
OHIO	183	190	8,852	6,902	6,895	100	11,656	8,771	81	81	24.8	29.9
OREG 2/	6		84				165		80		23.7	39
PA	168	151	6,604	4,894	4,704	96	6,038	5,398	68	69	33.8	36.3
TENN	18	21	1,425	1,770	1,639	93	1,879	2,056	93	88	26.7	32.4
TEX	9	9	1,193	1,120	1,032	92	1,075	1,183	98	86	28.0	32.5
WASH	24	22	288	167	152	91	429	232	88	91	25.0	30.2
WIS	60	56	490	379	350	92	547	472	55	47	30.5	28.8
22 STATES	1,402	1,346	130,490	128,293	126,796	99	144,042	139,340	93	94	20.5	21.9
											29,582	30,565

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

2/ NO COMMERCIAL PRODUCTION IN 1975.

TABLE 5. POMPON CHRYSANTHEMUMS: NUMBER OF PRODUCERS, PLANTS PRODUCED, SALES, PRICE, WHOLESAL VALUE, 1974 AND 1975, AND INTENDED PRODUCTION, 1976, IN SELECTED STATES

STATE	PRODUCERS		PLANTS PRODUCED		BUNCHES SOLD		PERCENT OF SALES		WHOLESAL		VALUE OF SALES AT	
	1974	1975	1974	1975	1974	1975	1974	1975	PRICE	1974	1975	1975
	NUMBER		1,000 PLANTS	PERCENT OF 1975:	1,000 BUNCHES	PERCENT			DOLLARS		1,000 DOLLARS	
				INTEND-1976 AS:								
				ED								
				1976								
				OF 1975:								
CALIF	199	199	55,040	53,403	52,363	98	17,420	17,606	100	100	.62	.66
COLO	16	20	235	315	310	98	123	135	75	61	1.45	1.40
CONN	42	38	728	459	483	105	312	247	48	52	1.20	1.36
FLA	39	37	53,053	49,363	38,919	79	11,362	10,616	100	100	.80	.96
ILL	55	63	1,519	1,062	910	86	607	324	42	49	1.30	1.22
IND	62	58	779	806	795	99	261	304	59	49	1.44	1.33
IOWA	37	39	429	455	441	97	143	159	45	43	1.75	1.91
MD	29	24	548	579	583	101	200	210	55	63	1.37	1.35
MASS	70	70	1,237	1,151	1,019	89	371	323	68	67	1.31	1.53
MICH	70	78	896	1,242	925	75	353	681	61	43	1.00	1.00
MINN	60	65	848	846	819	97	446	537	59	49	1.23	1.20
MO	31	32	554	673	627	93	306	302	51	52	1.24	1.20
N J	75	67	802	964	792	82	415	340	49	59	1.35	1.31
N Y - LONG ISLAND	32	35	815	899	697	78	304	316	69	49	1.25	1.29
- UPSTATE	100	103	1,236	1,094	986	90	551	428	44	43	1.36	1.40
N C	23	21	3,029	2,747	2,884	105	838	788	99	99	1.20	1.15
OHIO	172	181	2,302	1,743	1,730	99	930	875	57	58	1.42	1.48
OREG 2/	9		274				135		87		1.33	180
PA	148	136	5,172	5,215	4,439	85	2,239	1,752	54	68	.92	1.03
TENN	5	9	50	86	116	135	17	33	93	94	1.61	1.65
TEX	3	2	317	303	303	100	66	273	100	100	1.20	1.00
WASH	31	26	750	418	333	80	198	150	78	75	1.50	1.56
WIS	72	63	924	1,037	889	86	267	306	53	58	1.36	1.27
22 STATES	1,380	1,366	131,537	124,860	111,363	89	37,864	36,705	90	91	.82	.88
											30,922	32,294

1/ EQUIVALENT WHOLESAL VALUE FOR ALL SALES.

2/ NO COMMERCIAL PRODUCTION IN 1975.

TABLE 6. POTTED CHRYSANTHEMUMS: NUMBER OF PRODUCERS, POTS PRODUCED, SALES, PRICE, WHOLESALE VALUE, 1974 AND 1975 AND INTENDED PRODUCTION, 1976 IN SELECTED STATES

STATE	PRODUCERS		POTS PRODUCED				POTS SOLD				PERCENT OF SALES:				WHOLESALE				VALUE OF SALES			
					: INTENDED :				POTS SOLD		: AT WHOLESALE :		PRICE		AT WHOLESALE 1/							
	1974	1975	1974	1975	1976	PERCENT:	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975						
	NUMBER		1,000 POTS		PERCENT		1,000 POTS		PERCENT		PERCENT		DOLLARS		1,000 DOLLARS							
	22	19	5,492	4,875	4,890	100	5,218	4,774	100	100	100	1.50	1.79	7,827	8,545							
CALIF	17	14	247	306	335	109	229	273	93	93	93	1.90	2.05	435	560							
COLO	32	25	433	261	238	91	431	257	97	93	93	2.38	2.50	1,026	643							
CONN	12	13	3,269	3,059	2,216	72	3,149	3,057	100	100	100	1.40	1.74	4,409	5,325							
FILA																						
	58	61	1,044	1,064	1,139	107	1,034	1,052	94	75	75	2.10	2.14	2,172	2,251							
ILL	43	39	408	404	329	83	400	392	89	90	90	2.44	2.58	976	1,011							
IND	42	43	605	545	573	105	584	538	94	90	90	2.13	2.17	1,244	1,167							
IOWA	23	24	205	284	223	79	194	243	96	95	95	2.22	2.27	431	552							
MD	60	61	515	402	443	110	503	391	68	79	79	1.93	2.02	971	790							
MASS 3/																						
	98	108	990	930	915	98	971	879	75	76	76	1.70	1.85	1,651	1,626							
MICH	51	51	408	393	379	96	381	367	82	64	64	2.01	2.06	766	756							
MINN	28	28	765	853	894	105	751	822	50	92	92	1.87	1.78	1,404	1,463							
MO	61	65	261	454	455	100	254	450	93	98	98	2.18	1.42	554	639							
N J	29	23	287	274	372	136	281	270	97	97	97	2.11	2.16	593	583							
- LONG ISLAND	114	118	523	605	609	101	485	584	76	80	80	1.84	1.78	892	1,040							
- UPSTATE																						
	23	24	789	979	911	93	703	808	99	94	94	2.26	2.39	1,589	1,931							
N C	172	189	1,552	1,868	1,925	103	1,516	1,826	76	81	81	1.84	1.84	2,789	3,360							
OHIO	11		375				352		100			1.83		644								
OREG 2/	139	127	1,058	1,095	1,072	98	1,036	1,083	83	89	89	1.93	2.14	1,999	2,318							
PA	25	21	468	370	386	104	446	355	94	97	97	2.12	2.29	946	813							
TENN																						
	26	25	1,827	1,905	2,014	106	1,769	1,857	95	99	99	1.94	2.08	3,432	3,862							
TEX	25	26	410	535	557	104	399	514	93	94	94	1.95	2.05	778	1,054							
WASH	64	62	584	502	475	95	569	482	71	81	81	2.01	2.17	1,144	1,046							
WIS																						
	1,175	1,166	22,515	21,963	21,350	97	21,655	21,274	91	92	92	1.79	1.94	38,672	41,335							
22 STATES																						

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

2/ NO COMMERCIAL PRODUCTION IN 1975.

3/ 1974 DATA REVISED.



TABLE 7. GLADIOLI: NUMBER OF PRODUCERS, ACRES IN PRODUCTION, SALES, PRICE, WHOLESale VALUE, 1974 AND 1975, AND INTENDED ACRES IN PRODUCTION, 1976, IN SELECTED STATES

STATE	PRODUCERS			ACRES IN PRODUCTION			: SPIKES SOLD			: PERCENT OF SALES			: WHOLESale PRICE			: VALUE OF SALES AT		
	1974	1975	1976	1974	1975	1976	1974	1975	1976	1974	1975	1976	1974	1975	1976	1974	1975	1976
	NUMBER			ACRES			1,000 SPIKES			PERCENT			CENTS			1,000 DOLLARS		
CALIF	7	8	975	970	956	99	25,084	19,559	100	100	100	100	12.7	11.5	11.5	3,186	2,249	*
COLO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
CONN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
FLA 3/	18	17	6,027	6,609	5,910	89	150,851	132,712	100	100	100	100	7.9	8.8	8.8	11,990	11,679	*
ILL	20	15	675	580	598	103	11,928	8,397	99	99	99	99	6.4	7.9	7.9	763	663	*
IND	5	6	68	80	55	69	965	1,205	100	100	100	100	11.8	12.6	12.6	114	152	*
IOWA	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MD	4	6	45	45	45	100	1,406	1,461	98	98	98	98	9.6	10.5	10.5	135	153	*
MASS	11	13	42	31	34	110	448	432	88	88	83	83	9.0	13.4	13.4	40	58	*
MICH	8	12	262	342	331	97	5,048	5,201	94	94	56	56	8.6	8.1	8.1	434	421	*
MINN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
N J	27	22	668	577	545	94	18,531	17,946	99	99	99	99	6.3	9.1	9.1	1,167	1,633	*
N Y - LONG ISLAND	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
- UPSTATE	14	10	11	5	7	140	128	82	55	55	38	38	12.0	17.6	17.6	15	14	*
N C	10	7	199	131	125	95	6,104	2,787	97	97	80	80	8.5	10.4	10.4	519	290	*
OHIO	8	11	53	40	28	70	489	656	44	44	98	98	13.8	12.0	12.0	67	79	*
OREG	*	2/	*	2/	2/	2/	*	2/	*	*	2/	2/	*	2/	2/	*	2/	2/
PA	16	13	13	8	7	88	380	244	79	79	50	50	8.3	11.4	11.4	32	28	*
TENN 2/																		
TEX	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
WASH	*	2/	*	2/	2/	2/	*	2/	*	*	2/	2/	*	2/	2/	*	2/	2/
WIS	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
UNALLOCATED	28	23	112	136	131	96	1,999	1,342	96	96	94	94	15.1	13.8	13.8	301	185	*
22 STATES	176	163	9,150	9,554	8,772	92	223,361	192,024	99	99	98	98	8.4	9.2	9.2	18,763	17,604	*

\* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

1/ EQUIVALENT WHOLESale VALUE FOR ALL SALES.

2/ NO COMMERCIAL PRODUCTION.

3/ REVISED 1974 ACRES IN PRODUCTION.

TABLE 8. ROSES, HYBRID TEA: NUMBER OF PRODUCERS, PLANTS PRODUCED, SALES, PRICE, WHOLESALE VALUE, 1974 AND 1975, AND INTENDED PRODUCTION, 1976 IN SELECTED STATES

STATE	PRODUCERS		PLANTS PRODUCED		BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
	NUMBER		1,000 PLANTS	PERCENT	1,000 BLOOMS	PERCENT			CENTS		1,000 DOLLARS	
CALIF	63	69	6,127	6,316	1,045	95	16,830	17,041	100	100	16,500	17,433
COLO	16	17	730	961	991	103	17,245	21,971	99	99	2,828	3,559
CONN	*	*	*	*	*	*	*	*	*	*	*	*
FLA	*	*	*	*	*	*	*	*	*	*	*	*
ILL	17	14	1,086	1,045	995	95	16,830	17,041	99	96	2,945	3,170
IND	16	15	995	1,062	1,065	100	18,537	20,897	55	93	4,634	5,433
IOWA	*	10	*	142	142	100	*	2,391	*	87	*	624
MD	6	6	61	62	63	102	1,077	1,126	98	100	201	200
MASS	9	9	903	711	756	106	19,708	13,483	97	69	4,139	3,222
MICH	18	21	413	466	472	101	7,575	7,715	94	78	1,992	2,245
MINN	18	19	296	298	289	97	5,216	5,398	96	91	986	1,090
MO	5	4	85	93	93	100	1,692	1,773	11	16	276	284
N J	13	8	272	226	237	105	5,506	4,688	99	99	1,178	1,139
N Y - LONG ISLAND	8	7	488	425	425	100	10,057	11,119	99	100	1,961	2,179
- UPSTATE	11	11	488	472	447	95	8,402	7,732	99	92	1,848	1,964
N C	11	12	123	210	210	100	2,618	2,640	88	89	623	620
OHIO	18	22	655	705	662	94	10,369	10,893	97	98	2,323	2,549
OREG	3	3	406	416	416	100	8,706	10,345	86	78	1,480	1,635
PA	30	30	1,384	1,296	1,287	99	29,230	26,097	99	99	5,846	6,002
TENN	*	4	*	56	62	111	*	894	*	88	*	219
TEX 2/	*	*	*	*	*	*	*	*	*	*	*	*
WASH	6	6	307	291	302	104	5,151	4,034	99	100	1,113	1,117
WIS	10	11	102	108	115	106	1,759	2,285	92	95	461	448
UNALLOCATED	22	11	558	358	358	100	11,980	8,036	97	100	2,301	1,612
22 STATES	300	309	15,479	15,719	15,948	101	319,161	317,828	96	95	53,635	56,744

\* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

1/ EQUIVALENT WHOLESALE VALUE FOR ALL SALES.

2/ NO COMMERCIAL PRODUCTION IN 1974.



TABLE 9. ROSES, MINIATURE OR SWEETHEART: NUMBER OF PRODUCERS, PLANTS PRODUCED, SALES, PRICE, WHOESALE VALUE, 1974 AND 1975, AND INTENDED PRODUCTION, 1976 IN SELECTED STATES

STATE	PRODUCERS			PLANTS PRODUCED			BLOOMS SOLD			PERCENT OF SALES: AT WHOESALE			WHOLESALE PRICE			VALUE OF SALES		
	:			:			:			:			:			:		
	1974	1975	:	1974	1975	:	1974	1975	:	1974	1975	:	1974	1975	:	1974	1975	:
	NUMBER			1,000 PLANTS			1,000 BLOOMS			PERCENT			CENTS			1,000 DOLLARS		
CALIF	49	52		1,015	935		1,153	123		36,955	34,797		100	100		7.7	8.3	
COLO	14	*		194	*		*	*		7,889	*		99	*		9.9	*	
CONN	*	*		*	*		*	*		*	*		*	*		*	*	
FLA	*	*		*	*		*	*		*	*		*	*		*	*	
ILL	12	9		300	255		230	90		7,759	6,917		99	99		9.3	10.2	
IND	12	12		232	252		262	104		8,338	8,271		98	94		15.4	16.3	
IOWA	*	6		*	14		17	121		*	286		*	99		*	17.0	
MD	4	4		13	15		14	93		411	505		99	98		13.4	14.9	
MASS	9	9		291	301		294	98		8,930	9,114		97	72		14.7	11.7	
MICH	12	13		185	99		109	110		5,460	3,018		95	76		13.7	19.7	
MINN	14	15		80	81		72	89		2,512	2,387		92	91		10.8	13.0	
MO	*	*		*	*		*	*		*	*		*	*		*	*	
N J	10	9		74	76		87	114		2,097	2,196		99	99		12.4	15.8	
N Y - LONG ISLAND	7	6		96	105		105	100		2,738	2,530		99	100		18.1	16.0	
- UPSTATE	12	11		136	125		120	96		4,127	4,004		99	99		15.6	16.5	
N C	8	7		30	23		23	100		804	867		82	89		12.1	8.0	
OHIO	12	16		132	147		196	133		3,389	3,734		99	99		13.6	13.0	
OREG	*	2/		*	2/		2/	2/		*	2/		*	2/		*	2/	
PA	25	26		366	453		445	98		12,770	15,035		97	94		13.0	14.2	
TENN 2/																		
TEX	2/	*		2/	*		*	*		2/	*		2/	*		2/	*	
WASH	6	6		80	78		83	106		2,282	2,296		100	100		11.9	17.7	
WIS	8	7		30	29		29	100		878	912		97	99		14.8	15.4	
UNALLOCATED	19	28		523	531		541	102		16,314	18,600		93	98		13.6	13.4	
22 STATES	231	236		3,777	3,519		3,780	107		123,653	115,469		98	95		11.5	12.3	

\* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

1/ EQUIVALENT WHOESALE VALUE FOR ALL SALES.

2/ NO COMMERCIAL PRODUCTION.

TABLE 10. FOLIAGE PLANTS FOR INDOOR OR PATIO USE: NUMBER OF PRODUCERS, SQUARE FEET IN PRODUCTION, NET VALUE OF SALES, 1974 AND 1975, AND INTENDED AREA IN PRODUCTION 1976, IN SELECTED STATES

STATE	PRODUCERS			SQUARE FEET IN PRODUCTION			NET VALUE OF SALES 1/			PERCENT OF SALES AT WHOLESALE		
	1974	1975		1974	1975	INTENDED 1976	1974	1975		1974	1975	1976
	NUMBER			1,000 SQUARE FEET			1,000 DOLLARS			PERCENT		PERCENT
CALIF	113	139		9,318	10,845	12,165	30,552	45,732		93		94
COLO	19	29		187	529	583	855	2,644		90		92
CONN	23	21		109	163	193	485	693		84		68
FLA	163	262		47,509	65,032	73,639	48,482	87,212		100		100
ILL	49	77		436	657	699	2,213	3,796		69		77
IND	39	48		123	180	236	851			79		55
IOWA	29	44		77	185	204	848	1,516		78		82
MD	18	26		212	315	447	1,684	2,412		86		77
MASS 2/	76	84		581	978	1,035	3,203	4,392		76		55
MICH	54	120		650	1,002	1,136	3,055	4,433		88		61
MINN	32	49		181	249	251	745	2,253		51		51
MO	19	24		50	135	148	171	313		51		74
N J	67	81		504	988	1,092	2,119	3,571		90		85
N Y - LONG ISLAND	27	30		244	335	343	1,023	1,353		92		79
- UPSTATE 2/	100	119		390	521	576	2,430	2,599		69		62
N C	*	*		*	*	*	*	*		*		*
OHIO	91	154		589	1,159	1,210	3,920	6,989		70		75
OREG	12	15		117	238	247	500	978		96		97
PA	71	82		620	933	1,041	3,153	4,986		87		91
TENN	*	*		*	*	*	*	*		*		*
TEX	37	44		1,771	2,325	2,556	4,413	6,144		96		96
VASH	26	33		391	409	476	1,170	1,731		81		83
WIS	46	56		156	265	330	1,385	1,907		81		79
UNALLOCATED	17	28		96	275	311	246	593		91		67
22 STATES	1,128	1,565		64,311	87,728	98,822	113,503	187,183		93		92

\* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

1/ GROSS VALUE OF SALES LESS COST OF PLANT MATERIAL PURCHASED FROM OTHER GROWERS FOR GROWING ON.

2/ 1974 DATA REVISED.

TABLE 11. FLOWERS AND FOLIAGE PLANTS: PERCENT OF PRODUCERS AND QUANTITY SOLD, BY SIZE GROUP FOR EACH COMMODITY AND BY GROSS VALUE OF SALES FROM ALL GREENHOUSE AND NURSERY PRODUCTS GROWN IN 23 STATES, 1975

COMMODITY	GROSS VALUE OF SALES OF SELECTED GREENHOUSE AND NURSERY PRODUCTS GROWN 1/										NUMBER		TOTAL
	\$10,000-\$49,999					\$50,000-\$99,999					\$100,000-\$249,999		: OF : : PRODUCERS : : SOLD
	: QUANTITY : : PRODUCERS : : SOLD	: QUANTITY : : PRODUCERS : : SOLD	: QUANTITY : : PRODUCERS : : SOLD	: QUANTITY : : PRODUCERS : : SOLD	: QUANTITY : : PRODUCERS : : SOLD	: QUANTITY : : PRODUCERS : : SOLD	: QUANTITY : : PRODUCERS : : SOLD	: QUANTITY : : PRODUCERS : : SOLD	: QUANTITY : : PRODUCERS : : SOLD	: QUANTITY : : PRODUCERS : : SOLD	: QUANTITY : : PRODUCERS : : SOLD	: QUANTITY : : PRODUCERS : : SOLD	
	PERCENT										NUMBER		
STANDARD CARNATIONS													1,000 BLOOMS
1974	45	12	28	19	19	35	5	18	3	16	958	601,768	
1975	38	9	31	21	22	32	5	18	4	20	891	578,867	
MINIATURE CARNATIONS													1,000 BUNCHES
1974	34	10	30	16	24	28	8	23	4	23	301	3,874	
1975	30	8	32	20	24	27	8	15	6	30	302	4,136	
STANDARD CHRYSANTHEMUMS													1,000 BLOOMS
1974	49	15	25	25	18	32	5	17	3	11	1,402	144,042	
1975	45	11	27	25	20	35	5	14	3	15	1,346	139,340	
POMPON CHRYSANTHEMUMS													1,000 BUNCHES
1974	52	11	24	13	16	26	5	25	3	25	1,380	37,864	
1975	47	9	25	15	19	29	6	22	3	25	1,366	36,705	
POTTED CHRYSANTHEMUMS													1,000 POTS
1974	39	4	25	7	19	13	9	15	8	61	1,175	21,655	
1975	35	5	24	6	21	11	11	14	9	64	1,166	21,274	
GLADIOLI													1,000 SPIKES
1974	48	5	19	4	18	13	6	7	9	71	176	223,361	
1975	44	3	19	5	23	13	5	10	9	69	163	192,024	
HYBRID TEA ROSES													1,000 BLOOMS
1974	16	1	16	4	29	15	17	19	22	61	300	319,161	
1975	14	1	16	5	29	14	19	19	22	61	309	317,828	
MINIATURE ROSES													1,000 BLOOMS
1974	11	1	14	3	31	15	19	19	25	62	231	123,653	
1975	11	1	14	4	29	12	21	24	25	59	236	115,469	
													SQ FT IN PRODUCTION
FOLIAGE PLANTS													1,000 SQ FT
1974	36	4	21	5	20	12	11	16	12	63	1,128	64,311	
1975	37	4	21	9	20	20	9	14	13	53	1,565	87,728	
ALL COMMODITIES 2/													
1974	42		23		20		8		7		3,289		
1975	40		23		21		8		8		3,642		

1/ INCLUDES CUT FLOWERS, FLOWERING AND FOLIAGE PLANTS, BEDDING PLANTS, AND CULTIVATED FLORIST GREENS.

2/ ALL COMMERCIAL PRODUCERS THAT GROW ONE OR MORE OF THE SELECTED COMMODITIES LISTED ABOVE.

TABLE 12. REPORTED TOTAL AVERAGE AREA USED FOR PRODUCTION AND DERIVED AVERAGE VALUE PER UNIT:  
CARNATIONS, CHRYSANTHEMUMS, GLADIOLI, ROSES, AND FOLIAGE PLANTS, 1975

STATE	CARNATIONS 1/										CHRYSANTHEMUMS 2/									
	STANDARD					MINIATURE					STANDARD					POMPON				
	TOTAL AV. :	AVERAGE :	TOTAL AV. :	AVERAGE :	TOTAL AV. :	TOTAL AV. :	AVERAGE :	TOTAL AV. :	AVERAGE :	TOTAL AV. :	TOTAL AV. :	AVERAGE :	TOTAL AV. :	AVERAGE :	TOTAL AV. :	TOTAL AV. :	AVERAGE :	TOTAL AV. :	AVERAGE :	TOTAL AV. :
	AREA USED :	VALUE :	AREA USED :	VALUE :	AREA USED :	AREA USED :	VALUE :	AREA USED :	VALUE :	AREA USED :	AREA USED :	VALUE :	AREA USED :	VALUE :	AREA USED :	AREA USED :	VALUE :	AREA USED :	VALUE :	AREA USED :
	FOR :	PER :	FOR :	PER :	FOR :	FOR :	PER :	FOR :	PER :	FOR :	FOR :	PER :	FOR :	PER :	FOR :	FOR :	PER :	FOR :	PER :	FOR :
	PRODUCTION :	SQ. FT. :	PRODUCTION :	SQ. FT. :	PRODUCTION :	PRODUCTION :	SQ. FT. :	PRODUCTION :	SQ. FT. :	PRODUCTION :	PRODUCTION :	SQ. FT. :	PRODUCTION :	SQ. FT. :	PRODUCTION :	PRODUCTION :	SQ. FT. :	PRODUCTION :	SQ. FT. :	PRODUCTION :
	1,000 SQ. FT. :	DOLLARS :	1,000 SQ. FT. :	DOLLARS :	1,000 SQ. FT. :	1,000 SQ. FT. :	DOLLARS :	1,000 SQ. FT. :	DOLLARS :	1,000 SQ. FT. :	1,000 SQ. FT. :	DOLLARS :	1,000 SQ. FT. :	DOLLARS :	1,000 SQ. FT. :	1,000 SQ. FT. :	DOLLARS :	1,000 SQ. FT. :	DOLLARS :	1,000 SQ. FT. :
CALIF	22,096	1.15	1,436	1.56	15,177	1.05	1.84	296	1.33	14,581	.80	2,126	4.02							
COLO	5,117	2.85	479	2.32	22	1.23	63	1.50	3.00	63	3.00	138	4.06							
CONN	101	2.16	25	4.04	130	1.55	166	1.71	2.02	166	2.02	194	3.31							
FLA	*	*	310	1.15	1,750	.64	19,018	1.66	.54	19,018	.54	2,795	1.91							
ILL	116	1.26	5	3.80	325	1.84	408	1.78	1.44	343	1.44	549	4.10							
IND	114	1.56	4	6.75	407	1.71	110	2.08	1.33	270	1.33	183	5.52							
IOWA	13	3.54	*	*	317	1.66	343	1.78	2.69	113	2.69	295	3.96							
MD	62	1.65	*	*	408	1.78	708	.96	1.78	160	1.78	193	2.86							
MASS	310	2.20	154	2.68	738	.80	258	2.50	1.43	270	1.43	381	2.07							
MICH	96	2.41	*	*	105	1.48	379	1.78	.96	708	.96	773	2.10							
MINN	*	*	*	*	379	1.78	394	1.30	2.50	258	2.50	195	3.88							
MO	84	1.92	5	2.80	394	1.30	327	1.87	2.26	160	2.26	507	2.89							
N J	171	2.35	22	3.18	173	1.87	419	1.43	1.79	334	1.79	357	1.79							
N Y - LONG ISLAND	122	1.20	20	2.60	383	1.82			2.82	327	2.82	207	2.82							
- UPSTATE	38	2.26	5	4.60					2.30	419	2.30	453	2.30							
N C	268	1.50	*	*	686	2.45			2.40	1,501	.60	803	2.40							
OHIO	291	2.26	29	7.10	1,373	1.91			3.68	693	1.87	914	3.68							
OREG	*	*	*	*																
PA	684	2.05	65	4.26	937	2.09	1,347	1.34	3/	1,347	1.34	551	4.21							
TENN	78	1.12			392	1.70	43	1.26	2.25	43	1.26	362	2.25							
TEX		3/		3/	115	3.34														
WASH	10	1.50		3/	71	.99	34	8.03	3.75	34	8.03	1,029	3.75							
WIS	34	2.32	1	4.00	119	1.14	248	.94	4.88	248	.94	216	4.88							
UNALLOCATED	52	1.60	11	3.45			235	1.66	4.82	235	1.66	217	4.82							
22 STATES	29,857	1.51	2,571	1.92	24,511	1.25	41,317	.78		41,317	.78	13,438	3.08							

SEE FOOTNOTES ON PAGE 17.



TABLE 12. REPORTED TOTAL AVERAGE AREA USED FOR PRODUCTION AND DERIVED AVERAGE VALUE PER UNIT:  
CARNATIONS, CHRYSANTHEMUMS, GLADIOLI, ROSES, AND FOLIAGE PLANTS, 1975 CONTINUED

STATE	ROSES 1/										FOLIAGE PLANTS 2/			
	GLADIOLI 1/					HYBRIDS TEA					MINIATURE			
	TOTAL ACRES :	AV. VAL. :	TOT. AV. AREA :	AV. VAL. PER :	TOT. AV. AREA :	AV. VAL. PER :	TOT. AV. AREA :	AV. VAL. PER :	TOT. AV. AREA :	AV. VAL. PER :	TOT. AV. PER :	USED FOR :	AV. VAL. PER :	AV. VAL. PER :
	USED FOR :	PER :	USED FOR :	PER :	USED FOR :	PER :	USED FOR :	PER :	USED FOR :	PER :	USED FOR :	PER :	USED FOR :	PER :
	PRODUCTION :	ACRE :	PRODUCTION :	SQ. FT. :	PRODUCTION :	SQ. FT. :	PRODUCTION :	SQ. FT. :	PRODUCTION :	SQ. FT. :	PRODUCTION :	SQ. FT. :	PRODUCTION :	SQ. FT. :
	ACRES	DOLLARS	1,000 SQ. FT.	DOLLARS	1,000 SQ. FT.	DOLLARS	1,000 SQ. FT.	DOLLARS	1,000 SQ. FT.	DOLLARS	1,000 SQ. FT.	DOLLARS	1,000 SQ. FT.	DOLLARS
CALIF	970	2,319	10,646	1.64	1,455	1.98	10,845	4.22						
COLO	*	*	1,452	2.45	*	*	529	5.00						
CONN	*	*	*	*	*	*	163	4.25						
FLA	6,609	1,767	*	*	*	*	65,032	1.34						
ILL	580	1,143	1,541	2.06	397	1.78	657	5.78						
IND	80	1,900	1,700	3.20	438	3.07	180	4.64						
IOWA	*	*	247	2.53	14	3.50	185	8.19						
MD	45	3,400	91	2.20	25	3.00	315	7.66						
MASS	31	1,871	1,122	2.87	474	2.25	978	4.49						
MICH	342	1,231	635	3.54	144	4.13	1,002	4.42						
MINN	*	*	423	2.58	125	2.48	249	9.05						
MO	*	*	126	2.25	*	*	135	2.32						
N J	577	2,830	288	3.95	99	3.51	988	3.61						
N Y - LONG ISLAND	*	*	606	3.60	141	2.87	335	4.04						
- UPSTATE	5	2,800	635	3.09	129	5.12	521	4.99						
N C	131	2,214	212	2.92	30	2.30	*	*						
OHIO	40	1,975	909	2.80	186	2.61	1,159	6.03						
OREG	3/	3/	846	1.93	3/	3/	238	4.11						
PA	8	3,500	1,688	3.56	609	3.51	933	5.34						
TENN	3/	3/	105	2.09	3/	3/	*	*						
TEX	*	*	*	*	*	*	2,335	2.63						
WASH	3/	3/	464	2.41	131	3.10	409	4.23						
WIS	*	*	143	3.13	51	2.76	265	7.20						
UNALLOCATED	136	1,360	631	2.55	795	3.12	275	2.16						
22 STATES	9,554	1,843	24,510	2.32	5,243	2.70	87,728	2.13						

\* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

1/ EQUIVALENT WHOLESALE VALUE FOR ALL SALES.

2/ NET VALUE OF SALES.

3/ NO COMMERCIAL PRODUCTION.

#### POMPON CHRYSANTHEMUMS

There was 5 percent reduction in pompon mum plants produced in 1975 while 3 percent lower sales were reported. Production totaled 125 million plants compared with 132 million a year earlier, and sales were 37 and 38 million bunches, respectively, for the two years. The equivalent wholesale value of all sales, however, was up 4 percent to over \$32 million.

Pompon chrysanthemum producers also reported their intentions to cut back another 11 percent in plant output for 1976, to 111 million plants.

#### POTTED CHRYSANTHEMUMS

Growers of potted mums produced 22 million units in 1975, down 2 percent from the 23 million of a year earlier. Sales were also off slightly, at 21 million pots compared with 1974's 22 million. Wholesale prices averaged 15 cents higher in 1975, bringing value of sales to \$41 million, or 7 percent above the year earlier figure.

Intentions for 1976 point to continued declines in production; at 21 million plants, output will fall 3 percent short of 1975.

#### GLADIOLI

Gladiolus plants were grown on 9,554 acres in the 22 States in 1975, up 4 percent from 1974's 9,150 acres. Sales dipped, however, to 192 million spikes compared with the 223 million of a year earlier. Despite some gains in average wholesale prices, the value of sales dropped to \$18 million, or 6 percent under 1974.

Growers expect to raise glads on 8,772 acres in 1976, 8 percent below 1975.

#### HYBRID TEA ROSES

Producers of hybrid tea roses, the highest value crop within the group of selected cut flowers, reported a 2 percent increase in plant production. The 1975 figure was 16 million plants compared with 15 million a year ago. Sales, at 318 million blooms, were only slightly below the 1974 level, but higher wholesale prices pushed the value of sales to \$57 million, up 6 percent.

Production intentions for the 1976 calendar year total 1 percent above 1975.

#### MINIATURE OR SWEETHEART ROSES

Output of miniature rose plants, at 3.5 million, was off 7 percent from a year earlier. Sales of 115 million blooms were also down 7 percent, but wholesale value declined only slightly.

If growers realize their intentions for 1976, they will produce 3.8 million plants, a 7 percent increase from 1975.

#### FOLIAGE PLANTS

Foliage plants were grown on 88 million sq. ft. in 1975, 36 percent more than a year earlier and continuing the strong upward trend begun in 1968. Net value of sales soared to \$187 million, 65 percent above the 1974 level. Florida's crop, the largest in the Nation, was valued at \$87 million, 80 percent above 1974. The value of California's crop, in second place, rose 50 percent to \$46 million.

Growers in every one of the 22 States intend to expand their area of production again in 1976. At 99 million sq. ft., the intended area of production would be 13 percent larger than in 1975.





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